



USAID
FROM THE AMERICAN PEOPLE



Secretary of State Anthony Blinken, WildlifeDirect CEO Dr Paula Kahumbu and The Walt Disney Company - Africa Vice President Christine Service in Karura Forest with students from Red Rose Primary School to announce National Geographic Kids Africa TV show. Photo credit: U.S. State Department.

EAST AFRICA

NATIONAL GEOGRAPHIC KIDS AFRICA

National Geographic Kids Africa is an educational entertainment program being developed in Africa through a partnership between the U.S. Department of State, the U.S. Agency for International Development (USAID), the Walt Disney Company, and WildlifeDirect. It will amplify African leadership, storytelling, and innovation. Young people will be capable and creative environmental change agents.

The show's goal is to inspire children to explore the natural world and share with them the knowledge and skills to understand, conserve, and protect it. It will be a 26-episode television series produced entirely by African storytellers, showcasing the global expertise and solutions of local conservationists, and the ecological significance of the continent's biodiverse landscapes. It will be filmed primarily in East Africa. Other components of the project include a digital platform and educational outreach program that will empower children to build on the knowledge and lived experiences of communities across the continent. It is scheduled to air in late 2022.

OUR WORK

By educating and empowering Africa's youth, National Geographic Kids Africa's primary goal is to inspire the continent's next generation of conservationists, while also generating meaningful economic development opportunities for East African communities. The project is expected to make a significant contribution to the achievement of USAID'S Biodiversity Policy, Climate Strategy, and ocean plastic pollution objectives. The program will also focus on supporting women and girls as conservation entrepreneurs of nature and livelihood initiatives as well as foster community-based

climate action through education and skills development. It elevates a partnership model that supports environment and conservation objectives and builds the business case for donor–private sector collaboration to address global development issues. The program goals will be achieved through a threefold approach:

1) 26 fun, engaging, locally created episodes of the National Geographic Kids Africa TV series and educational entertainment platform that has global impact. The content will reflect the opportunities and challenges of Africa’s biodiversity and ecosystems and celebrate the communities that protect them. The development of the series will provide opportunities for local creative exchange, peer-to-peer collaboration and professional development that will strengthen links between environmental issues and media.

2) The series content delivered to targeted, high biodiverse areas in East Africa, including 10,000 children via 200 schools, and youth networks. The outreach program will create opportunities for hands-on learning and exchange with peers, teachers, caregivers, and environmental leaders. The outreach and series content will inspire children to explore and protect the natural world and take conservation actions within their communities and beyond.

3) Pathways created for economic development opportunities in the communities neighboring the conservation hubs through: (a) potential conservation enterprises connected to the National Geographic Kids Africa TV series; (b) small grants developed to incentivize sustainable behavior change; and (c) increased visitation and tourism to the locations and protected areas featured in the series.

BUDGET:

Total: USD \$5,800,000

USAID: USD \$2,950,000

DURATION: 2021-2023

ACTIVITY LOCATIONS

East, Southern and Western Africa

IMPLEMENTING PARTNER

WildlifeDirect

KEY PARTNERS

U.S. Department of State, The Walt Disney Company

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